

Consumer markets abroad

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MIGRANTS ON THE MOVE

SAFE HARBORS

Four countries receive the bulk of international migrants.
(Number of immigrants to selected countries, 1985)



Sources: Embassy of Australia; Demographic Trends 1987, Department of Statistics, New Zealand; Canada Yearbook 1988, Statistics Canada; Statistical Abstract of the United States 1988, U.S. Department of Commerce.

Is north-south
migration good
for the world
economy?

Nature has a way of balancing extremes. Today, many wealthy nations face an extreme shortage of workers while many poor nations face an extreme threat of overpopulation. Is migration the natural balance to the world's lopsided demographics?

With growing links in the world economy, migration

benefits both acceptor and sender nations. Skilled migrants bring economic vitality to their new countries. While their departures lead to brain drains at home, they often ease severe domestic employment problems.

(continued on page 11)

FORMERLY INTERNATIONAL DEMOGRAPHICS
VOLUME 7 NUMBER 11 NOVEMBER 1988





TURKEY: EUROPE'S ASIAN LINK

As Europe's gateway to Asia, Turkey has become a promising new market.

In July 1988, Turkey opened the second bridge across the Bosphorus, the strait that connects Europe to Asia. A couple of miles away, the first bridge—built only a few years

ago—has already paid for itself in toll money.

The Bosphorus bridges have become symbols of Turkey's new emphasis on free markets and its at-

tempt to integrate its economy with that of the Western world.

Turkey's GNP grew 6.7 percent a year between 1984 and 1987, considerably higher than in other Organi-

zation for Economic Cooperation and Development (OECD) countries. Agricultural output grew 4 percent, industry grew 9 percent, and services grew about 6 percent a year during

TURK COUNT

Turkey's population will double by 2025.

(Population of Turkish provinces, 1985, and average annual rate of growth, in percent, 1980-1985)

	Population 1985	Average annual rate of growth 1980-85		Population 1985	Average annual rate of growth 1980-85
Total	50,664,458	5.0%			
1. Edirne	389,638	2.8	35. İçel	1,034,085	8.1%
2. Kırklareli	297,098	1.9	36. Adana	1,725,940	6.0
3. Tekirdağ	402,721	4.4	37. Hatay	1,002,252	6.3
4. Istanbul	5,842,985	8.4	38. Gaziantep	966,490	7.1
5. Çanakkale	417,121	2.5	39. Kahraman Maras	840,472	5.2
6. Balıkesir	910,282	2.6	40. Kayseri	864,060	4.2
7. İzmir	2,317,829	6.4	41. Sivas	772,209	1.2
8. Manisa	1,050,130	4.3	42. Tokat	679,071	3.3
9. Aydın	743,419	5.2	43. Amasya	358,289	1.9
10. Muğla	486,290	4.2	44. Samsun	1,108,710	3.8
11. Denizli	667,478	4.0	45. Ordu	763,857	2.7
12. Uşak	271,261	3.7	46. Giresun	502,151	1.8
13. Kütahya	543,384	3.6	47. Trabzon	786,194	2.9
14. Bursa	1,324,015	5.7	48. Gümüşhane	283,753	1.2
15. Bilecik	160,909	3.6	49. Erzincan	299,985	2.4
16. Kocaeli	742,245	8.7	50. Tunceli	151,906	-1.6
17. Sakarya	610,500	4.3	51. Malatya	665,809	3.7
18. Bolu	504,778	2.7	52. Elazığ	483,715	3.7
19. Eskişehir	597,397	3.7	53. Adıyaman	430,728	6.3
20. Afyonkarahisar	666,978	4.4	54. Sanlı Urfa	795,034	11.1
21. Isparta	382,844	3.6	55. Mardin	652,069	5.7
22. Burdur	248,002	2.2	56. Diyarbakır	934,505	7.3
23. Antalya	891,149	7.0	57. Bingöl	241,548	2.2
24. Konya	1,769,050	5.0	58. Erzurum	856,175	2.6
25. Ankara	3,306,327	5.9	59. Rize	374,206	1.4
26. Çankırı	263,964	0.6	60. Artvin	226,338	-0.5
27. Zonguldak	1,044,945	3.6	61. Kars	722,431	1.2
28. Kastamonu	450,353	0.0	62. Ağrı	421,131	5.4
29. Sinop	280,140	0.5	63. Muş	339,492	4.6
30. Çorum	599,204	2.0	64. Bitlis	300,843	6.2
31. Yozgat	545,301	3.1	65. Siirt	524,741	6.5
32. Kırşehir	260,156	3.1	66. Hakkari	182,645	6.4
33. Nevşehir	278,129	3.2	67. Van	547,216	6.2
34. Niğde	560,386	3.6			

Source: Census of Population by Administrative Division: 20.10.1985, Prime Ministry State Institute of Statistics, Ankara, 1986.

Consumer markets abroad

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Consumer Markets Abroad, formerly *International Demographics* (ISSN 0731-5414), is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, New York 14851. Telephone (607) 273-6343. Copyright © 1988 by American Demographics, Inc. All rights reserved.

the past three years. But a dangerously high inflation rate—about 50 percent—threatens that growth.

Turkey is about twice the size of California in area—more than 779,000 square kilometers. Although 97 percent of its land is in Asia, the country is considered part of the Middle East. Istanbul, the largest metropolitan area, lies on both sides of the Bosphorus, straddling Europe and Asia.

DOUBLING FAST

The number of Turks has doubled twice since the first census was taken, in 1927. The population has grown from 13.5 million then to more than 50 million in 1985, the year of the last census. Today there are about 54 million Turks. The

population will nearly double again by 2025, according to the UN, which projects about 92 million Turks by then.

Administratively, Turkey is divided into 67 provinces (or *il*), and each province is broken down into about ten districts (*ilce*). Eleven provinces now have more than 1 million people. These include Istanbul (5.8 million), Ankara (3.3 million), and Izmir (2.3 million). Istanbul, which had only 1.5 million people in 1955, continues to be Turkey's fastest-growing province, increasing by 4.2 percent a year.

Geographically, Turkey is divided into eight regions: Thrace, the Black Sea Coast, Marmara and the Aegean

Note: The 1986 exchange rate is used in this profile, when 750 Turkish lira equaled US\$1.

MEDITERRANEAN GEOGRAPHY

Turkey's southern "Mediterranean" provinces are growing the fastest. (Turkish provinces by average annual rate of population growth, in percent, 1980-1985)



Source: Statistical Yearbook of Turkey 1987, Prime Ministry State Institute of Statistics, Ankara, 1988.

PROVINCIAL RANKINGS

Eleven of Turkey's 67 provinces have more than one million residents. (Provinces with over one million residents, Turkey, 1985)

Province	Population
Istanbul	5,842,985
Ankara	3,306,327
İzmir	2,317,829
Konya	1,769,050
Adana	1,725,940
Bursa	1,324,015
Samsun	1,108,710
Manisa	1,050,130
Zonguldak	1,044,945
İçel	1,034,085
Hatay	1,002,252

Source: The Turkish Economy 1988, Turkish Industrialists' and Businessmen's Association (TUSIAD), Istanbul, 1988.

Coast, the Mediterranean Coast, West Anatolia, Central Anatolia, South East Anatolia, and East Anatolia. Thrace is the most urban region, while East Anatolia is the most rural.

The South East Anatolia region has grown the fastest between 1980 and 1985, at 4 percent annually. The Black Sea Coast region only grew 1.3 percent a year. In all eight regions, urban growth is at least three times higher than rural growth.

Turkey is fast becoming an urban nation. More than half of all Turks lived in urban areas in 1985, and that share will rise to about 70 percent by 2025. Population density has increased from 18 people per square

kilometer in 1927 to 65 people per square kilometer in 1985.

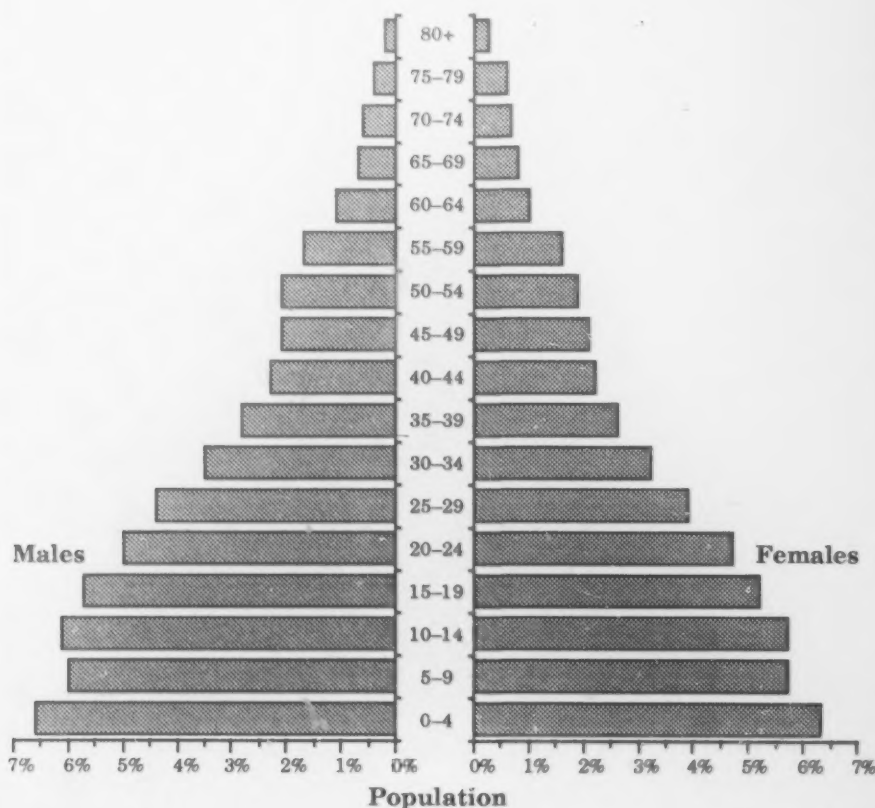
In addition to the three largest metropolitan areas (Istanbul, Ankara, and Izmir), Adana has 776,000 people, and Bursa has 613,000 people. Turkey's metropolitan areas are growing faster than the provinces as a whole. Provinces are growing by 2.5 percent annually, while provincial centers are growing more than 4 percent a year.

YOUNG TURKS

Although Turkish parents are beginning to have fewer children, the country's population is still young. More than one-third of all Turks are

AGE REPORT

Turkey's population is young: more than one-third of all Turks are aged 14 or younger. (Turkish population by age and sex, in percent, 1985)



Source: Census of Population by Administrative Division: 20.10.1985, Prime Ministry State Institute of Statistics, Ankara, 1986.

aged 14 or younger. That's almost twice the proportion in other European countries. More than half (56 percent) of the population is aged 15 to 64. The relative share of Turks aged 65 and older remains consistently low, at about 4 percent of the total population.

With such a young population, Turkey needs to create 300,000 new jobs a year. Unemployment is a major problem, partially solved through emigration. Until 1974, Turkey sent about 60,000 workers a year to Western Europe, mostly to West Germany. Since then, emigration has dwindled to about 20,000 workers a year. Most of these new emigrants stay in Middle Eastern countries or go to Africa.

HEALTH AND EDUCATION

When the Turkish Republic began, in 1923, Kemal Atatürk replaced Islamic law with a Swiss legal code, split church and state roles, abolished polygyny, and gave women equality with men. Women were allowed to own or inherit property, to vote, and to be elected to Parliament.

In addition, Atatürk instituted compulsory primary education for

both boys and girls. Today, free education extends to the university level. All of these early reforms explain why the share of practicing female lawyers and physicians in Turkey is as high as in the United States.

But education still lags behind that of other European countries, especially in rural areas. The nation's literacy rate has gone from 67 percent of the population aged 6 and over in 1980 to about 85 percent today. About 27 percent of all literate Turks have never finished primary school, and only 3.5 percent are university graduates.

Educational programs tend to be concentrated in urban areas. But throughout the country, they cannot cope with the doubling of the population every 40 years.

Women still lag behind men in some areas, and the extent of a child's education is influenced by his or her social class. In general, the difference between the education that boys and girls receive increases as the socioeconomic status of the family declines.

Turks are living longer. Life expectancy has grown from 38.1 years between 1945 and 1950 to 58.9 years between 1970 and 1975. The State

HOLY MATRIMONY

Niney-nine percent of Turkish brides marry Muslim grooms.
(Marriages by religion of groom, Turkey, 1982)

Religion of groom	Number of marriages
Total	168,358
Muslim	167,462
Christian	739
Gregorian	228
Orthodox	91
Catholic	87
Protestant	40
Other	293
Jewish	136
Other religions	9
Atheist	6
Unknown	6

Source: Marriage Statistics 1982, Prime Ministry State Institute of Statistics, Turkey, 1988.

WHERE THEY WORK

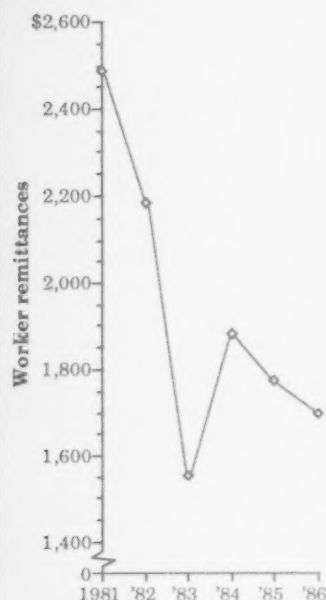
Most Turks are farmers, but the number of service and industrial workers is growing fast.
(Employment in Turkey, in thousands, 1986, and annual percent change, 1985-86)

	Employment (thousands) 1986	Percent change 1985-86
Civilian labor force	18,512	1.3%
Employed workers	15,632	2.1
Agriculture	8,712	-0.1
Industry and construction	2,822	5.5
Services	4,098	5.4
Unemployment	2,880	15.5
Excluding seasonally unemployed in agriculture	2,228	12.0

Source: Main Economic Indicators, State Planning Organization, Turkey, in OECD Economic Surveys: Turkey, OECD, June 1987, p. 11.

TUMBLING TRANSFERS

Turkish families used to rely on remittances sent from relatives working abroad. They can't anymore. (Worker remittances per month, in million US\$, Turkey, 1981-86)



Source: Monthly Statistics, Central Bank of Turkey, in OECD Economic Surveys: Turkey, OECD, June 1987, p. 84.

Planning Organization estimates life expectancy in 1980-85 to be 60.6 years for men and 65.5 years for women.

HOUSEHOLD NEEDS

Unlike American families, most Turkish families live in nuclear households. These consist of a husband, wife, and unmarried children. Three major national surveys in the last 20 years point to an increase in nuclear families—from 60 percent in 1968 to 63 percent in 1978 and 68 percent in 1988.

But the relative share of nuclear households differs by province. Traditional families are most common in eastern Turkey. In the major metropolitan areas of Istanbul, Ankara, and Izmir, over two-thirds of families are nuclear, and patriarchal extended families make up only 5 percent of all households.

Turkey's average household size was 5.1 in 1986, according to a national survey conducted by the Turkish Industrialists' and Businessmen's Association (TÜSIAD).

Households were smaller in urban areas (4.2 people) than in rural areas (5.8 people). Rural households can be very large: more than 1 in 10 rural households had at least 10 members, while fewer than 1 in 50 urban households had that many people.

TURKISH SPENDING HABITS

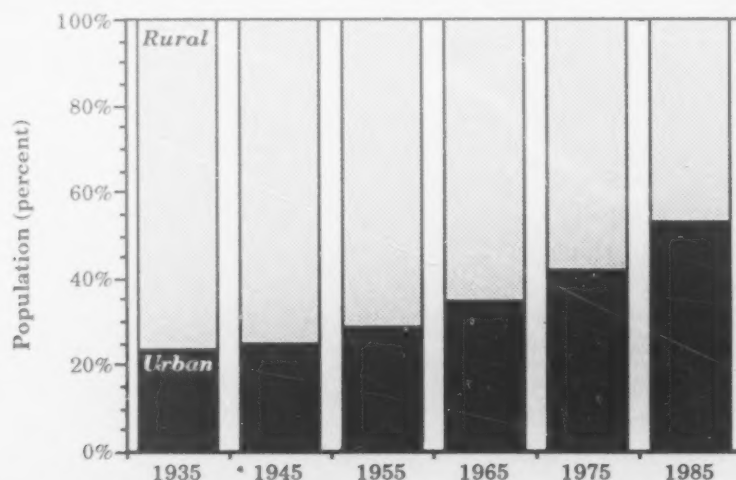
Turks are entrepreneurs. Only one-third of Turkish laborers work for wages; the rest are self-employed, according to the TÜSIAD survey. Excluding children, 17 percent of all household members are unemployed and 64 percent of the unemployed are women.

Turks made US\$2,026 on average in 1985. Payment of in-kind transfers added about 16 percent to their income. But even with these transfers, income figures are thought to be slightly underreported.

Istanbul is the wealthiest region. Turks there received a mean income of US\$3,335 in 1985, and they spend more than people in any other province. Rural Turks only received a

URBAN FUTURE

Every other Turk now lives in an urban area. By the end of the century, two in three Turks will live there. (Population by rural/urban residence, in percent, Turkey, 1935-1985)



Source: Census of Population by Administrative Division: 20.10.1985, Prime Ministry State Institute of Statistics, Ankara, 1986.

mean income of US\$1,735. Education and income are closely linked. Mean income for households whose household head had no diploma was only US\$1,283, but income rose to US\$4,133 for households whose head was a university graduate.

Half of all Turkish households receive more than one kind of income. About 9 percent receive income from rents, and only 3 percent receive income from interest.

Wealth is unevenly divided throughout the country. The wealthiest 20 percent of Turkish households had 56 percent of the total income in 1985, while the poorest 20 percent had only 4 percent. That means the richest fifth of Turkey's population has about 15 times the income of the poorest fifth—a relationship that hasn't changed much since 1973.

Merchants and industrialists report that they are most content with their economic situation: 55 percent of these household heads expect

their situation to improve in the next five years. Private-sector employees and professionals are nearly as optimistic.

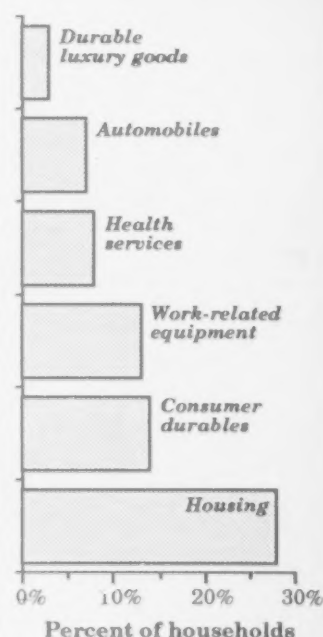
Turks who work for themselves not only have the highest incomes but also spend the most. Merchants and industrialists spend more on education, while rural households spend more on health. All Turks spend at least half of their disposable income on food and clothing.

Nearly two-thirds of all Turks in urban areas own their own homes, while fully 90 percent of those in rural areas are homeowners. Turks use different methods to buy their homes than Americans. Fully 82 percent did not use any institutional form of credit, and only 2 percent bought their homes through housing cooperatives. One-third of homeowners used personal loans from family and friends.

Only 17 percent of Turkish homes have Western-type bathrooms; 86 percent had traditional bathrooms

WISH LIST

Most Turkish household heads say they want better housing, consumer durables, or work-related equipment. (Item most needed by Turkish households, in percent of all surveyed households, Turkey, 1987)



TURKISH TREATS

VCRs are popular in Istanbul and Ankara; they are almost non-existent in rural areas. (Household ownership of consumer durables in Turkey, by selected cities and rural areas, in percent, 1987)

Product	Turkey	Istanbul	Ankara	Izmir	Rural
Refrigerator	77%	96%	97%	96%	64%
Radio	73	79	88	67	71
Black & white TV	60	56	60	63	59
Sewing machine	57	61	64	65	52
Tape recorder	46	51	60	54	41
Kitchen range	33	61	62	55	18
Washing machine	32	75	71	55	11
Color TV	26	58	56	48	11
Vacuum cleaner	24	62	55	46	6
Telephone	15	35	33	21	6
Automobile	11	21	19	13	7
Hi-fi set	6	21	12	11	3
VCR	5	16	16	11	1
Dishwasher	1	4	2	1	0
Home computer	1	3	5	1	0

Source: The Socio-Economic Situation and Outlook of the Turkish Household, TÜSIAD, Istanbul, 1987.

Source: The Socio-Economic Situation and Outlook of the Turkish Household, TÜSIAD, Istanbul, 1987.

FRUITS OF FARMWORK

Turkey's biggest exports are agricultural. (Turkey's top 10 exports, as a percent of total exports and US dollar value, in million US\$, 1987)

Export	Share of total exports	Value (million US\$)
1. Textiles	28.1%	\$2,861
2. Hazelnuts	3.8	390
3. Leather garments	6.4	654
4. Tobacco	3.1	314
5. Pulses	2.3	234
6. Livestock	2.4	244
7. Vegetables	0.9	96
8. Raisins	1.1	108
9. Meat	0.6	59
10. Oranges	0.6	61

Source: The Turkish Economy 1988, TÜSIAD, Istanbul, 1988.

(some have both). Four-fifths of all homes have a separate kitchen, and 69 percent have running water.

Kitchen appliances such as refrigerators, ranges, washing machines, and vacuum cleaners have become common in Turkish homes. Electronic equipment is growing in popularity: three-fourths of all households have radios, 60 percent have black-and-white TVs, 26 percent have color TVs, and almost half have a tape recorder.

As many as 16 percent of Istanbul households have a VCR, while 5 percent of all the nation's households own one. Home computers, however, have barely made their entrance into metropolitan households. About one-fifth of Istanbul and Ankara households have cars, and one-third have telephones; both are still relatively rare in rural areas.

When asked about their most important household need, 28 percent of Turkish household heads mentioned housing, 14 percent wanted durable consumer goods, and 13 percent needed work-related equipment such as tractors. Another 8 percent needed health services,

7 percent wanted cars, and 3 percent mentioned durable luxury goods such as TV sets.

If they had more money, most household heads would put it toward daily expenses of food and clothing, or use it to expand a business.

FOREIGN TRADE

Since the Turkish government has moved closer to Europe and Western free markets, the volume of both imports and exports has steadily increased. Imports increased 26 percent in 1987, to US\$14 billion worth of goods and services. Exports increased 37 percent, to US\$10 billion.

During 1987, 2.9 million tourists visited Turkey. The country's net revenue from tourism and travel grew 61 percent in 1987, surpassing US\$1 billion. Most tourists came from Germany, followed by Yugoslavia and the United Kingdom. More than 130,000 visitors were U.S. citizens. Tourists spent an average of US\$563 a person.

—Marsel A. Heisel
Rutgers University

TRADE TRENDS

As Turkey pursues a path of free markets, the country's trade volume is growing. (Volume of total trade, exports, and imports, in million US\$, Turkey, 1977-1987)

Year	Volume of trade	Exports (FOB)	Imports (CIF)
1977	\$7,549	\$1,753	\$5,796
1978	6,887	2,288	4,599
1979	7,330	2,261	5,069
1980	10,819	2,910	7,909
1981	13,636	4,703	8,933
1982	14,589	5,746	8,843
1983	14,963	5,728	9,235
1984	17,891	7,134	10,757
1985	19,302	7,958	11,344
1986	18,562	7,457	11,105
1987	24,353	10,190	14,163

Source: The Turkish Economy 1988, TÜSIAD, Istanbul, 1988.

(Migrants on the move, continued from page 3)

Currently, there are between 20 and 22 million "economically active migrants" around the world, according to the International Labour Office. These are legal nonrefugee workers who establish residency in another country.

Most migrants today are Asian or Latin American, not European. That's a drastic change from the end of the last century. Today, "north-south migrants" flow from Asia, Africa, and Latin America to four major destinations: the United States, Canada, Australia, and New Zealand.

By far the United States takes in the largest number of legal immigrants annually—600,000 a year. Australia admits about 93,000 a year, Canada admits 84,000, and New Zealand admits 35,000.

These four countries have built their economies on open immigration. But when the prospect of unemployment rises at home, they begin to close their doors. New Zealand allows 11,000 fewer entrants today than in 1982, while Canada allows 37,000 fewer entrants.

Despite a new immigration law, the United States took in more

people in the 1980s than at any time since the first decade of this century. Four million legal immigrants between 1980 and 1986 and about 3.5 million illegal immigrants in 1987 alone threaten to surpass an all-time peak of 8.8 million migrants registered between 1901 and 1910.

Asians account for about 45 percent of all U.S. immigrants, while Europeans account for only 17 percent. Mexico, the Philippines, and Korea send the most people, followed by Cuba, Vietnam, and India.

Today's immigrants bring a different employment background than their mostly European predecessors. In 1911, fewer than 2 percent of all entrants claimed to be technicians or managers; by 1986, the proportion had swelled to 32 percent.

Some 218,000 immigrants entered Canada in 1974. After the government recommended a limit of 100,000 entrants, immigration fell to 84,000 in 1985. Today, about 15 percent of Canada's population is foreign-born.

Australia traditionally drew migrants from the British Commonwealth (the U.K. and its former colonies), but most new settlers now come from Asia and Oceania. About 20 percent of Australia's population is foreign-born.

Some poor countries explicitly encourage emigration. Pakistan, South Korea, and Turkey, for example, send workers abroad so that they can collect remittances. These remittances boost national income and bring in much-needed foreign currency. In 1983, there were over 1 million Turkish workers abroad, 53 percent of them in West Germany.

An opening of global immigration policy can ease demographic imbalances, skills transfers, and economic development. In fact, an increasingly interdependent world market may require it.

BORDER CROSSING

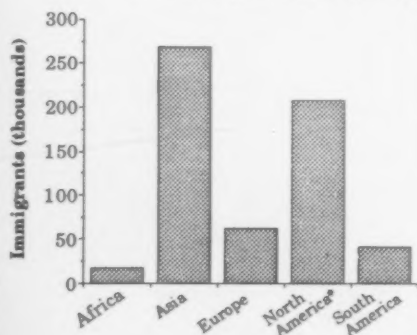
Geography helps more Mexicans enter the United States than any other group. (Immigrants to the U.S., by country of origin, 1986)

Country of origin	Number
Mexico	66,500
Philippines	52,600
Korea	35,800
Cuba	33,100
Vietnam	30,000
India	26,200
Dominican Republic	26,200
China (PRC)	25,100

Source: U.S. Department of Commerce, 1988.

OFF A NEW BOAT

Most American immigrants today are Asian, not European. (U.S. immigration, by previous residence of immigrant, 1986)



* Note: Includes Mexico, the Caribbean, and Central America.
Source: U.S. Department of Commerce, 1988.

—Stephen Karel
East-West Center
Honolulu, Hawaii

DISCOVER: EAST ANGLIA, U.K.

Developers are doing to East Anglia what they have done to London's docklands.



London's docklands look like movie studio backlots. Cranes swing back and forth as construction workers stake out land for modern

buildings; new-age office complexes go up alongside rustic-looking town houses; homes built for investment cluster along the waterfront—some reaching out over the water on pylons. Even through a gray English

drizzle, the view is one of prosperity.

Little more than three years ago, a visitor to these docks would have seen decaying warehouses and vacant lots overgrown with weeds. Attracting "upmarket" business to the docklands in the midst of England's five-year economic boom was a renovation risk that paid off handsomely for investors.

But England's building boom is not restricted to London's docks. East Anglia, a region of 2 million people just to the north of London, now bustles with the dockland prosperity of the south. That's new for a region known for joblessness and stagnation.

East Anglia's population gained nearly 97,000 people between 1981 and 1986. Fully 90 percent of that growth came from migration—a sign

UNDISCOVERED MARKETS

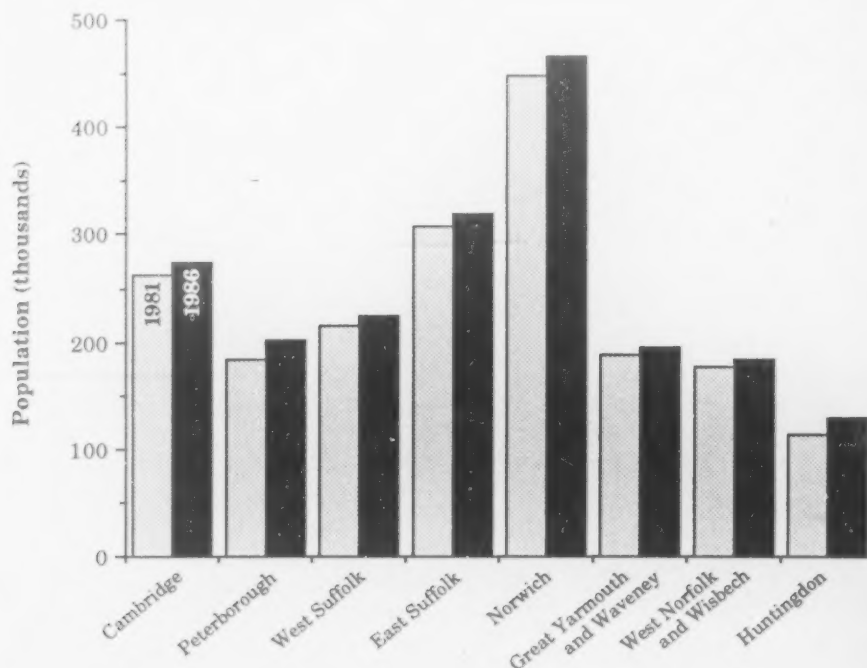
that new jobs are plentiful and commercial activity is growing.

Norwich, the region's largest district, had 449,000 people in 1981. It gained 20,200 through migration by 1986. Peterborough, a district with 183,000 in 1981, gained 13,800 people by 1986. And more than 12,000 people moved to Huntingdon in 1986, bringing that district's total

HOW MANY EAST ANGLIANS?

All of East Anglia's districts are growing.

(East Anglia population by district, in thousands, 1981 and 1986)



Source: OPCS Monitor, Office of Population Censuses and Surveys, Government Statistical Service, June 1987, p. 12.

population to 129,800.

In only three regions throughout England is the population growing faster than 0.5 percent annually. These regions are East Anglia, South West, and the section of South East that excludes Greater London. These are also the regions of England with the fastest economic growth.

BUILDING ON WHEAT

Housing prices in East Anglia have risen 49 percent over the past year—even higher than the 38 percent rise in South East (including London). Residents of small villages, once comfortably isolated from urban activity, now watch wheat fields being plowed under for more office space.

As migration grows in England's nonmetropolitan counties, wheat fields will be harder and harder to find. Of the 652,000 people added to England's nonmetropolitan counties between 1981 and 1986, 536,000—or

82 percent—moved there from other parts of the country. Where are they coming from? Metropolitan counties—which lost 263,000 people between 1981 and 1986.

Not everyone views these changes with enthusiasm. Prices may please existing homeowners, but salaried newcomers have trouble finding affordable housing. Employers hope that the situation will be more controlled than in London, where extra living allowances for the average worker can amount to US\$2,460 a year, and as much as US\$4,920 for bankers.

Even as the economy thrives under Margaret Thatcher's government, unemployment still hovers around 10 percent. That rate is even higher for young people.

Are the good times for real? Few can tell you where the money is coming from, but most agree that pound notes are circulating thick and fast from London's docks up to East Anglian farming villages.

—Priscilla Abbott

MOVING IN

Most of the growth in East Anglia's districts comes from migration. (Annual percent change of East Anglia districts, 1981-86)

District	Annual percent change
Total East Anglia	1.02%
Cambridge	0.76
Peterborough	1.94
West Suffolk	1.02
East Suffolk	0.70
Norwich	0.76
Great Yarmouth and Waveney	0.70
West Norfolk and Wisbech	0.94
Huntingdon	2.76

Source: OPCS Monitor, Office of Population Censuses and Surveys, Government Statistical Service, June 1987, p. 12.

FROM CITY TO COUNTRY

British are moving from metropolitan to nonmetropolitan counties. Nearly 90,000 people moved to East Anglia between 1981 and 1986. (Population, population change 1981-1986, and population change due to migration, 1981-1986, by region, in thousands, England, 1986)

County	Population (thousands) 1986	Population change (thousands) 1981-86	Population change due to migration (thousands) 1981-86
England	47,255	434	155
Metropolitan counties	11,166	-187	-263
Nonmetropolitan counties	29,313	652	536
East Midlands	3,920	67	40
East Anglia	1,992	97	87
South East	17,265	254	98
Greater London	6,775	-31	-118
Remainder of South East	10,489	285	216
South West	4,543	162	181
West Midlands	5,181	-5	-62
North	3,080	-37	-43
Yorkshire and Humberside	4,899	-19	-36
North West	6,374	-85	-109

Source: OPCS Monitor, Office of Population Censuses and Surveys, Government Statistical Service, June 1987, p. 4.

WORLD RHYTHMS

Iron Maiden is a Japanese hit. Whitney Houston is a British favorite. Get ready to rock around the time zones.

Ever since Chuck Berry asked Maybelline, "Why can't you be true?" rock music has been dominated by English-language acts. Rock continues to sell best in English-speaking regions of the world: the United Kingdom, Northern Europe, and especially the melting pot of pop, rap, hardcore punk, and head-banging heavy metal—the United States.

After years of flat unit sales, rock marketers hope to extend their reaches beyond the West. But their two newest targets—the Soviet Union and China—won't be easily cracked.

"If the Soviet market ever opens up, it will be a major opportunity—all the kids have been starved for this stuff," says Steve Pritchitt, PolyGram's vice president for international promotions. China's young population also is poised for new music. More than half of the country's one billion people are under age 30.

The market for rock music in Eastern Europe and Asia depends upon increasing cultural openness. In the past, both the Soviet Union and China have taken a dim view of

Western rock's emphasis on rebellion and sexual freedom.

TROUBLE ON THE HIGH SEAS

Legitimate markets for rock music are springing up in countries that once thrived on huge pirate markets—countries like Greece, Turkey, Indonesia, Malaysia, and Taiwan.

Faced with the prospect of severe fines or jail terms, pirates in those countries shut down large tape factories, leaving lucrative room for those who respect copyrights and royalties. Pirates once ran Turkey's only pressing plant and claimed 90 percent of the cassette market; stiff penalties knocked that share down to 30 percent by late last year.

Although Nigeria is currently plagued by rock pirates, *Billboard* magazine recently gave it the potential to become one of the world's top ten markets for pre-recorded music.

Because the fight for overseas rock markets is so fierce, record companies zealously guard their sales figures. That makes the size of the international rock music industry hard to pin down accurately, although one PolyGram report esti-

TURN ON AND TUNE IN

Europeans keep up with the latest trends in stereo equipment. CD players are gaining popularity. (Sales of stereo equipment, by country, in thousands of units, 1984)

Country	Personal stereos	Radio/ recorders	Cassette decks	CD players
Austria	150	280	70	15
Belgium	170	330	63	16
Denmark	160	320	115	6
Finland	100	180	98	10
France	1,110	99	850	25
Netherlands	400	680	100	30
Norway	60	170	75	12
Sweden	425	495	130	17
United Kingdom	1,210	114	370	20
West Germany	1,450	2,800	700	75

Source: International Marketing Data and Statistics 1986/87, Euromonitor Publications, European Marketing Data and Statistics 1986/87, Euromonitor Publications, p. 21.

mated worldwide unit sales at US\$1.6 billion between 1980 and 1985. Although unit sales have dropped slightly since then, dollar sales have increased, thanks to CDs.

Already, the CD is becoming standard in many countries: an estimated 16 percent of Japanese homes and 18 percent of Dutch households own a disc player. Eastern Europe's first CD plant opened in Czechoslovakia last May. Music-industry executives predict that the traditional vinyl record soon will be obsolete.

Of the 1.62 billion long-playing recordings sold worldwide in 1985, 48 percent were cassettes, 40 percent were vinyl albums, and a meager 4 percent were CDs. Today it is estimated that CDs and cassettes each account for more than one-third of total unit sales, while the rest goes to vinyl.

Rock tastes vary from country to country. It's best to sell Iron Maiden in Japan and Whitney Houston in the U.K. That's because the Japanese like heavy metal and obscure oldies; Germans like hard rock; Austrians listen to movie soundtracks;

and the Dutch go for danceable tunes.

Although American radio is one of the best media vehicles for selling a song, European radio is rarely used for that purpose. There aren't enough rock stations. Marketers rely more heavily on TV videos, print advertisements, and dance-club playlists.

Despite the occasional success of bands like Australia's INXS or West Germany's heavy-metal Scorpions, the U.S. and U.K. tend to switch leadership in the worldwide rock-and-roll market every few years. In terms of sales, the U.S. has been riding high in recent years with artists like Houston, Michael Jackson, and Bruce Springsteen.

The U.S. also represents the single biggest market for rock. Musicians sold 619 million cassettes, albums, and CDs in the U.S. last year—up from 534 million in 1985. Dollar sales climbed to US\$5.3 billion from \$4.1 billion in 1985.

In Japan, Michael Jackson's *Bad* was the country's top-selling record last March, at 685,824 copies. Exchange rates are so favorable for the Japanese that a band can be unknown in the States, but make a comfortable living from Japanese royalties.

So far, Latin American and African rock lovers have not figured prominently in many companies' marketing plans. That is changing, however, with the introduction of a new "world music" category.

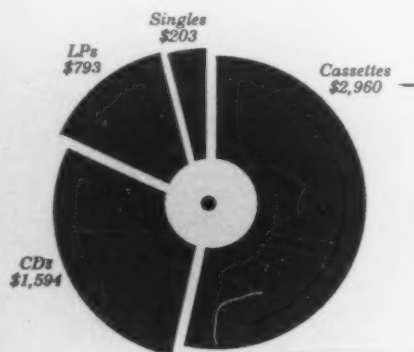
One of the rock marketers' biggest prospects is just a stone's throw away from historic Liverpool. "Everybody is now vying for Eastern Europe," says A&M's Lissa Otto, who pins her hopes on Czechoslovakia, Hungary, and even Poland. "They will all go if the Soviet bloc goes," she says. And these days, the Soviet Union has been known to do more surprising things.

—Ruth Hamel
San Francisco, CA

Already, the CD is becoming standard in many countries: an estimated 16 percent of Japanese homes and 18 percent of Dutch households own a disc player.

SPINNING SALES

Most people buy prerecorded music on cassette, but CD purchases are catching up fast. (Manufacturers' unit shipments of prerecorded music, in value in US\$ millions, 1987)



Note: Sales of cassette singles, a new category in 1987, totaled \$14 million.

Source: Recording Industry Association of America.

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MORE PEOPLE, MORE MONEY?

World Population Trends and Their Impact on Economic Development, edited by Dominick Salvatore, Greenwood Press, Inc., 88 Post Road West, Box 5007, Westport, CT 06881, US\$39.95.

Does a world of 6 billion people spell economic disaster? Demographers and economists disagree in *World Population Trends and Their Impact*

P U B L I C A T I O N S
on Economic Development, a collection of essays edited by Fordham University's Dominick Salvatore.

The belief that population growth only brings economic harm should be reexamined, says Sweden's Professor Göran P. Ohlin. "Concerns about population growth tend to fasten on others," he writes. "The rich worry about the growth of the poor, and rich countries worry about the growth of poor countries. Protestants worry about the growth of Catholics, and one state or province worries about the growth of another one with a different ethnic thrust."

Population growth may even boost GDP through "the quantity and quality of the labor force, an augmentation of the pool of savings, a stimulus to new investment and technological improvement...[and] hastening the discovery and exploitation of natural resources," suggest

authors Dr. David E. Horlacher of the UN and Dr. F. Landis MacKellar of Queens College.

Population growth has its costs, especially in major metropolitan areas. Many well-intentioned policies of the 1950s are coming under criticism today. Rural-urban migration projects that moved millions of farmers off their fields and into factories now add to a severe unem-

ployment and underemployment problem in some of the world's poorest cities. Partly because of these programs, the population in less-industrialized urban areas has grown more than 3 percent a year since 1950.

Industrialized countries that want to aid their less-industrialized neighbors are not following the economic law of comparative advantage, claims John J. Piderit. "Efforts to increase per capita income may be more productive than programs in family planning," he writes. "Since the expertise of developed countries is in markets, to alleviate overpopulation it might make more sense for the developed countries to offer to assist less developed countries in establishing markets or in improving the functioning of already existing ones."

—Blayne Cutler

C I T Y S T A T I S

HOLD THE PICKLE, S'IL VOUS PLAÎT

It may be worth the flight to Hong Kong for some cheap fast food. (Cost of a typical fast food meal, including a quarter-pound cheeseburger, large order of fries, and medium soft drink, in US\$, 1988)

City and country	Price	City and country	Price
Paris, France	\$6.25	Bangkok, Thailand	\$3.05
Stockholm, Sweden	6.01	Sydney, Australia	2.67
Tokyo, Japan	5.84	São Paulo, Brazil	2.27
Milan, Italy	5.31	Istanbul, Turkey	2.20
Frankfurt, West Germany	4.95	Manila, Philippines	1.98
London, England	4.17	Cairo, Egypt	1.96
Seoul, South Korea	4.14	Hong Kong	1.81
Riyadh, Saudi Arabia	4.00		
Nassau, Bahamas	3.60		
Mexico City, Mexico	3.33		
Average United States city	3.13		

Note: All prices are based on data gathered during the first quarter 1988 using March 1988 exchange rates. Source: Runzheimer International, 9/6/88.